

2022 ANNUAL EEO PUBLIC FILE REPORT

BAS BROADCASTING, INC.

Station(s): WCPZ-FM, WMJK-FM, WLEC-AM
Community(ies) of License: Sandusky and Clyde, Ohio
Date of Annual Report: June 1st 2021 Thru May 31st 2022
No. of Full-time Employees: ____ Between 5 & 10, x More than 10
Small Market Exemption Yes

During the Reporting Period, we had no full-time open position to fill.

INITIATIVES

The Employment Unit engaged in the following broad outreach initiatives in accordance with various elements of FCC. Rule 73.2080(c)(2):

Participated in at least 3 **job fairs** by station personnel who have substantial responsibility in making job decision

Kalahari Regional Job Fair,
Sandusky, OH 4-12-22

The Kalahari event is a Regional Job Fair with over 100 vendors participating from Cleveland, Columbus, and Toledo. There are job interview technique seminars, one on one job interview opportunities and a number of seminars introducing new recruits to area opportunities.

Tiffin University Job Fair
Tiffin, OH 5-3-22

Tiffin University Job Fair has about 50 vendors that are looking to recruit graduates of Tiffin University. Seminars are held by some of the area vendors. The students go to each of the booths gathering information and finding out more

about the vendors opening.

Kenyon College Job Fair
MT Vernon, Ohio 2-8-22

Kenyon College holds a Job Fair
Each year in February. The
stations were co-sponsors,
promoted the event and conducted
interviews throughout the day.

Co-sponsored at least one **job fair**
with organizations in the business and
professional community whose
membership includes substantial
participation by women and minorities.

On November 2nd 2021 we co-
sponsored, promoted, and
broadcast live a job fair from the
Lorain County Chamber of
Commerce Business Expo at
Tom's Country Place in Avon,
Ohio. The expo included
recruitment information and
speakers from several sectors of
the business community. Many
local businesses and universities
participated in the day long event.

BAS Broadcasting Job Fair was
held February 6th 2022 at each of
the BAS clusters in Fremont,
Sandusky, Mt. Vernon and Tiffin
Ohio, A department head from
Sales and Programming were
available in each cluster to conduct
interviews, tours of the facilities
and answer any questions the
candidate ask.

Continued our **internship** program
designed to assist members of the
community in acquiring skills needed
for broadcast employment.

During the Reporting period two
interns participated in BAS
Broadcasting intern program
including RAB Sales Training and
time with each department head to
see what their day to day duties
consisted of. They both started

April of 2022.

Continued our **mentoring** program for station personnel.

BAS Broadcasting conducts a quarterly review of all employees. This is designed to help all employees improve their job performance, and provides multiple designated “check-in” periods between supervisory personnel and other staff where job performance and station culture can be discussed and where achievements, successes, tribulations, and concerns are often raised. The review we use is a combination of two reviews. One is produced through the Radio Advertising Bureau (RAB) and the other is from the Ohio Association of Broadcasters (OAB). We’ve combined the reports to reflect information that would be pertinent to a sales person and others that would work best for programming and office employees. These reports help both the manager and the employee grow in their respective jobs. It also helps managers troubleshoot situations before they become big issues

Participated in **job links, internet programs and other programs designed to promote outreach generally** (i.e., that are not primarily directed to providing notification of specific job vacancies.

During the Reporting Period, Owners and Department Heads spoke at Bowling Green University, Tiffin University, Heidelberg, Kenyon and Tiffin University at least once looking for seniors that are interested in a career in radio. The school visits were done in late fall or early spring. The aforementioned colleges and universities received letters from the employment unit requesting students contact our company to perform an internship.

The owners of the company visit these educational institutions twice annually in an effort to recruit interns. We also speak to communication students at least once annually about a career in broadcasting.

Established **training** programs designed to enable station personnel to acquire skills that can qualify them for higher level positions in the company.

We utilize training programs offered by RAB as well as NXT a division of Marketron to help current employees to increase their skills. The programs offered are both additional levels of radio training as well as training on new digital products that we now offer to clients, for example targeted display ads and geofencing. These were ongoing trainings that were both done by management in person as well as offered by trainings online.

Provided **training to management level personnel** on methods of ensuring equal employment opportunity and prevent discrimination.

Twice annually our department heads participate in webinars from OAB and RAB concerning EEO and discrimination issues.